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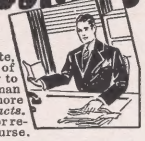
MAIL ORDER BUSINESS

Your Big Opportunity!



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PRACTICAL UP-TO-DATE COURSE! Only $4.95 complete

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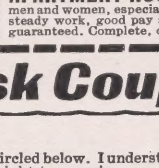

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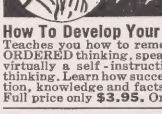

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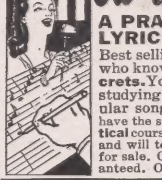

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Mail This No-Risk Coupon Today

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Please rush me the practical concentrated courses I have circled below. I understand each is complete and that this is the full price, nothing more for me to pay. I have the right to examine everything you send me for 10 full days. Then if I am not ***more*** than satisfied in every way I will return the material and you ***guarantee*** to make complete immediate refund, without question or quibble. (Draw a circle around the number of each course you want.)

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17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
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☐ I enclose $_____ in full payment. Ship entirely postpaid.
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J. E. SMITH has trained more men for Radio-Television than any other man. OUR 40th YEAR.

America's Fast Growing Industry Offers You Good Pay—Bright Future—Security

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"Started to repair sets six months after enrolling. Earned $12 to $15 a week in spare time."—Adam Kramlik, Jr., Sunneytown, Pennsylvania.

"Up to our necks in Radio-Television work. Four other NRI men work here. Am happy with my work."—Glen Peterson, Bradford, Ont., Canada.

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Keep your job while training. I start sending you special booklets that show you how to fix sets the day you enroll. Multitester built with parts I send helps you make $10, $15 a week extra fixing sets while training. Many start their own Radio-Television business with spare time earnings.

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You benefit by my 40 years' experience training men at home. Well illustrated lessons give you basic principles you need. Skillfully developed kits of parts I send (see below) "bring to life" things you learn from lessons.

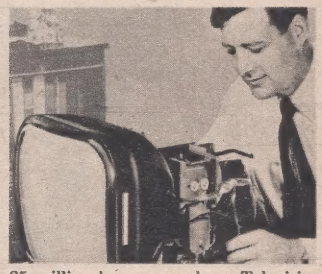
You Learn by Practicing with Parts I Send

Nothing takes the place of PRACTICAL EXPERIENCE. That's why NRI training is based on LEARNING BY DOING. You use parts I furnish to build many circuits common to Radio and Television. As part of my Communications Course, you build many things, including low power transmitter shown at left. You put it "on the air," perform procedures required of broadcasting operators. With my Servicing Course you build modern Radio, etc. Use Multitester you build to make money fixing sets. Many students make $10, $15 week extra fixing neighbors' sets in spare time while training. Coupon below will bring book showing other equipment you build. It's all yours to keep.

The Tested Way To Better Pay!

Television Making Good Jobs, Prosperity—Even without Television, Radio is bigger than ever. 115 million home and auto Radios to be serviced. Over 3000 Radio broadcasting stations use operators, technicians, engineers. Government, Aviation, Police, Ship, Micro-wave Relay, Two-Way Radio Communications for buses, taxis, trucks, etc., are important and growing fields. Television is moving ahead fast.

About 200 Television stations are now on the air. Hundreds of others being built. Good TV jobs opening up for Technicians, Operators, etc.



25 million homes now have Television sets. Thousands more are being sold every week. Get a job or have your own business selling, installing, servicing.

Radio-TV Needs Men of Action—Mail Coupon

Act now to get more of the good things of life. Actual lesson proves my training is practical, thorough. 64-page book shows good job opportunities for you in many fields. Take NRI training for as little as $5 a month. Many graduates make more than total cost of training in two weeks. Mail coupon now. J. E. SMITH, President, National Radio Institute, Dept. **5DG6** Washington 9, D. C. OUR 40TH YEAR.

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CAROL HARKNESS

BEAUTY PARADE

Trade-Mark Reg. U. S. Pat. Off.

VOLUME 14 MARCH 1955 NUMBER 1

L. BENNETT, Editor REALE, Art Director

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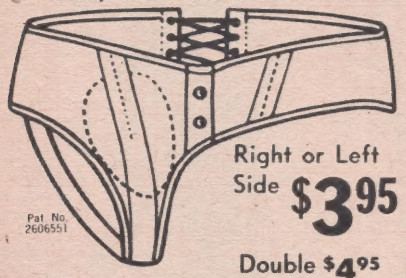

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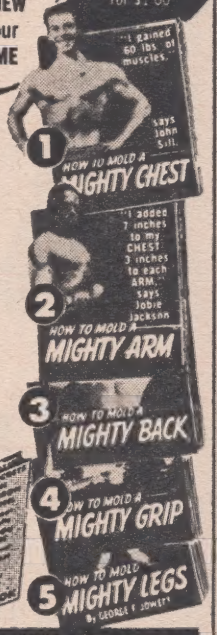
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4 HOW TO MOLD A MIGHTY GRIP
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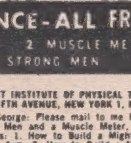

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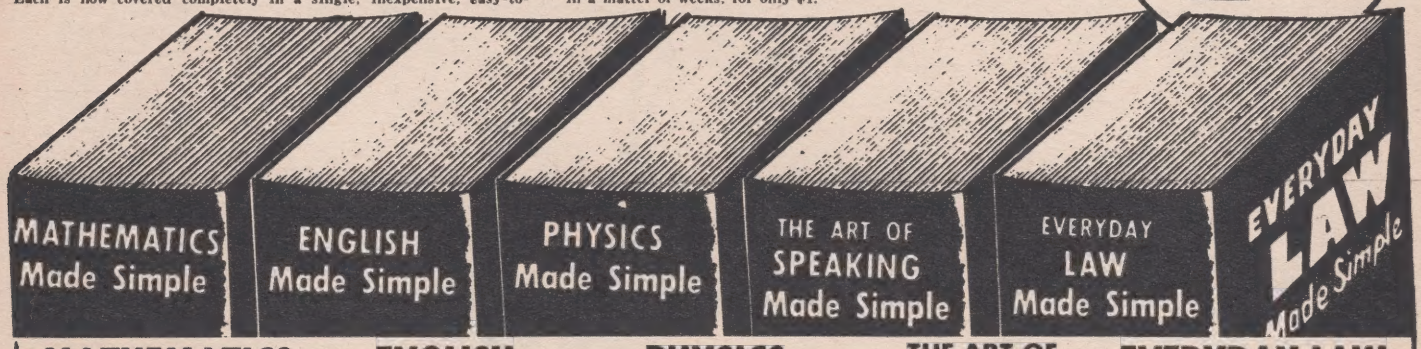

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SPORTS

Hey, Sport! Here's a winner! It's Iris Burton, dancer and singer, and a filly with plenty speedy lines!!

Blow the whistle, boy! It's Lorraine Miller, model from Kansas! Sports rate hers the trimmest chassis on Broadway!

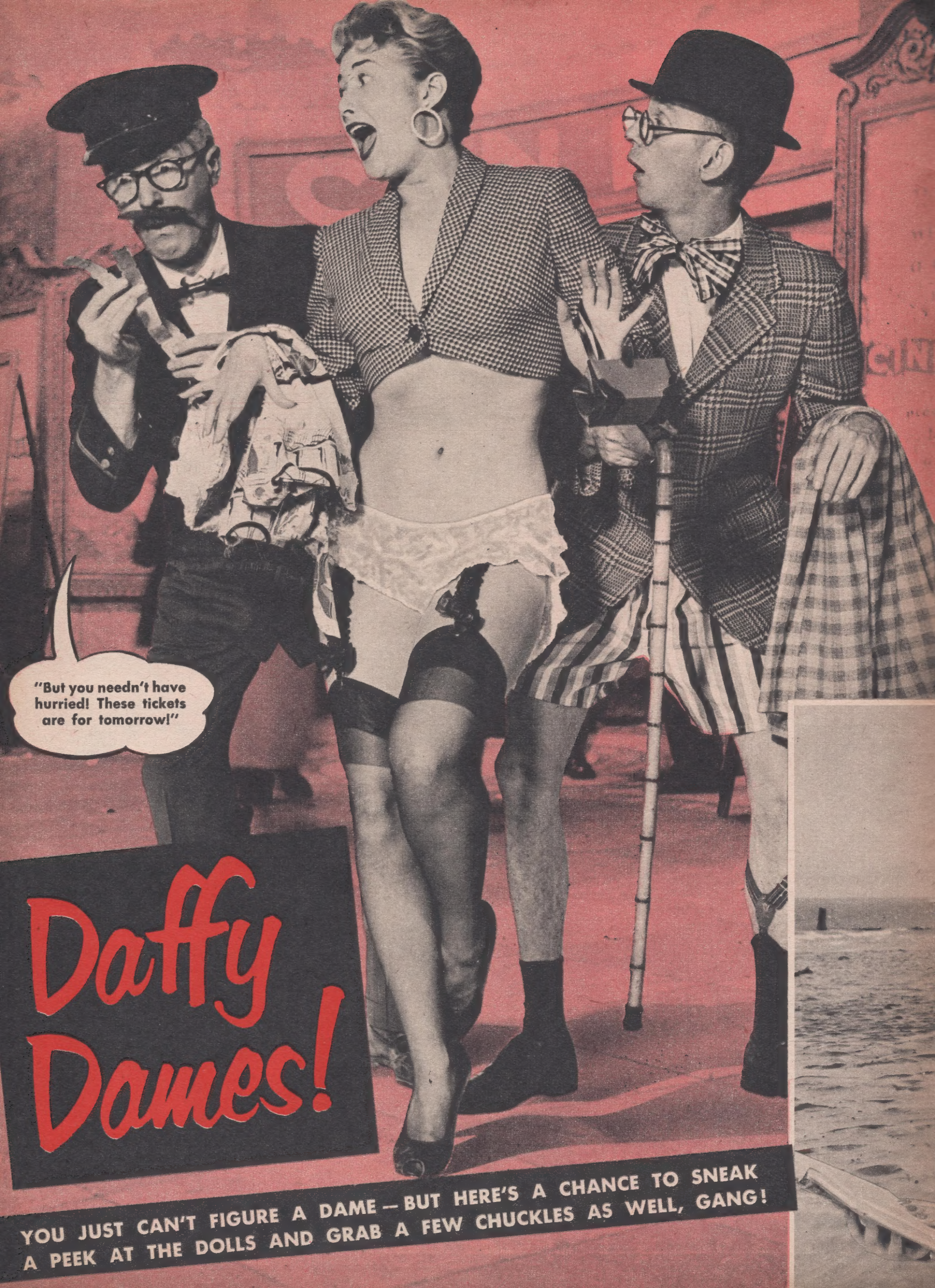
Hey, Sport! Would You Be Willing

PAGE

Here's a knockout! It's Vickie Hayes, weighing in at a bare 118 lbs., boys!

Can you beat this photo finish? Susan Price, a chorus chick, is away out in front, fellers!

to Play Ball With These Lovelies?



Daffy Dames!

YOU JUST CAN'T FIGURE A DAME — BUT HERE'S A CHANCE TO SNEAK A PEEK AT THE DOLLS AND GRAB A FEW CHUCKLES AS WELL, GANG!

Forty Love! Here's what happens if a sport old enough to know better, gets gay with a gal old enough to "No" better!

"I say, I'm an explorer! Can you direct me to some local points of interest?"

YOU LIKE GALS? You enjoy a good laugh? Well, if you take our advice, you'll get plenty of both!

All ya gotta do to get plenty of laughs — and peeks, is to follow the babes! The lovely darlings do the daffiest things — and look so cute doin' them, that you can't miss on laughs or looks!

Now, really, Sam! This scene speaks for itself! Why bother with captions. Just look, son!

SOUTHERN EXPOSURE

KNOW WHAT'S cookin' in the wee hours, Sam? Sultry peelers and exotic dancers have things boilin'!

Here are some of the dazzling dolls that are robbin' nite club fans of their sleep! These gorgeous gals are reason enough to stay up late! If you don't agree you're a square, son!

A FAST ROUND-UP OF THE FAVORITES AT THE DARING SPOTS ON THE DAWN PATROL!

Ooooh! Lovely Margaret Claudio shrieks as our alert fotog grabs a candid shot of one of Broadway's favorite dancers!

Gloria Campbell, exotic dancer, packs 'em in at Chicago's Club Carioca!

Princess R'Wanda and Alice Morris are top stars at the late spots along Broadway!

TEST YOUR NERVES

HOLD a pencil between your teeth, and put a dot in the center of each circle. If you don't bite the pencil in half, your nerves are okay, you rastall!

Now don't let blonde Chic James make you unsteady, Eddie! Keep your mind on circles!

This one's easy, fellers, 'cause 5'8" show gal Pat Porter is a real tall target! Like this game, pal?

Seein' circles, Buster? Fern Farrell, 118 lb. model, has her eye on you, so, steady, boy!

One more to go! Chorus chick Shirl Grey measures 37" at bust 'n hips and she's Irish! Cute??

Double A-Peel!

1.

2.

A BUXOM BRUNETTE AND A CUTE BLONDE TEAM UP IN THE WILDEST STRIP ACT EVER SEEN!

3.

4.

BOUNCY BETTIE PAGE and sultry Susie Q. got together in the zaniest strip act in show biz!

Bettie starts out in men's clothes, and she and Susie try to see whether a man or woman can peel faster! Susie wins, but so do delighted nite club customers!

5.
CENSORED
CENSORED
SHOW'S OVER
G'WAN HOME NOW!
This is the end! Nobody wins, 'cause this is as far as they got! This act wows eager guys!

WHAT DO

HIGH-DOME SCIENTISTS CAN NOW TELL WHAT YOU ARE BY WHERE — AND HOW YOU SNEAK THAT FIRST PEEK WHEN BABY WIGGLES BY, BUSTER!

When you first see a pretty girl, do your eyes wander immediately to her lips? Well, the big-domes say you are Cheilerotic, but maybe you're just hankerin' to kiss the babe, eh, Casanova?

If, like so many other beauty fanciers, your first look is at the bust, you are Mastoconcupiscent, say the Docs! Well, if Monroe or Russell wander by, we'll join you, Mister!

All these high-sounding terms add up to a chassis like that of Rita Martin, and from *any* angle, Rita rates stares and whistles!

YOU LOOK AT FIRST?

Are you intrigued by a curving backline, or a waistline that's tiny but curvey? Buster, you're Laparalibidinous! Don't look at us, it's the Profs who say it! Anyway, pal, why worry? If y'don't admire pretty backs you're square!

Is it the silhouette, particularly the rear profile that attracts your eye? You are Philopygian, Phillip!

YOU MAY BE Philopygian, or even Taloproclitic, depending on where your eager gaze first settles when that cute doll ankles by with every curve angled your way! But don't worry about it 'cause it's only the big-dome experts at it again!

Now they've come up with some 100-dollar words to describe the way you stare at the dolls! If you eye the rear profile of the little charmer first, you're Philopygian! If lips charm you more, you are definitely Cheilerotic, Charley! Don't go way, Bub, there's a lot more! If you always stop to admire the babe's hair, your Trichoerethistic! Think of that, Junior, next time that redhead comes along! Maybe y'better get dark glasses, eh?

What'll the brainy boys come up with next? No sooner do we settle down for a quiet peek at the babe next door than these professors gotta call us names! And such LONG names, too!

Well, all we got to say is this: There's a doll in the next building who takes sun baths on the roof. Next time she's up there, we're gonna be ALL those names, Professor, old boy!

Toasts of the Town!

Bobbie Ann MacRae is a famous artist's model, and her bust and hips are a perfect 36", son!

HERE ARE SOME INTOXICATING

LOVELIES WHO'LL HAVE YOU

GOIN' IN CIRCLES, BOYS!

Raise your glass to Bette Barton, Idaho's gift to Broadway! If you don't like this 118 lb. show girl you must be drunk, boy!

Here's to Sue Kartar, chorus chick from Ohio! Sue weighs barely 116, dances 'n sings, models scandalous scanties!

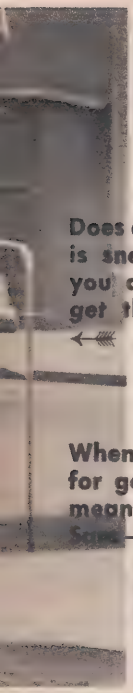
Meet Jane Russ, intoxicating eyeful with red hair, green eyes! She's 5'4" of curves, 'n prefers tall men, Shorty!

What Do You Know

QUIT BRAGGIN', Buster! How much do you REALLY know about the gals? Never mind that old baloney you hand out! Get a load of these pictures. They'll settle the matter! Just for the record, chum, the *babes* will see that you're kept in the dark!

Are strippers less modest than stenos? Wrong! Onstage, peelers are bold, but at home they are shyer than any steno, boy!

About Women?



Does a gal know when a guy is sneakin' a peek? Natch, you dope, or you wouldn't get the peek! No kidding!

When a dame bops you for gettin' fresh, does she mean it? No! Keep tryin', Sam—if you can take it!

Is it true that it costs plenty to feed a doll? No—not if you're smart—like this!

ARE YOU HEP ABOUT THE HONEYS, HARRY? OR HAVE YOU BEEN KIDDIN' THE PUBLIC? HERE ARE SOME TESTS TO PROVE WHETHER YOU'RE LOVER OR LIAR!

HOT

FROM HOLLYWOOD

THE EAST is meltin', ever since Patti Waggin, sultry West Coast peeler blew into town!

This 5'5" bundle of dynamite raised a storm of excitement all the way across the country on her way to Broadway!

Patti, dark-eyed and bouncy, is packin' in eager customers wherever she does her stuff!

NO, CHAUNCEY, THAT AIN'T NO TORNADO! THAT'S PATTI WAGGIN, THE 115 LB. BUNDLE OF WIGGLES WHO JUST BLEW IN FROM THE WEST COAST!

Posed By
Bettie Page

"BUT CAN SHE COOK?"
AUCTION

Chorus Girl's Album

"I spotted a live one when I did my act for the other guests! P.S. He's so rich!"

"I met the cutest farm boy! And I doubt if he'll stay on the farm *now!* Some fun!

"That camera hound thought he had arranged this shot, but, naturally, *I did it!*"

HEY, JOE! You know what a chorus girl does when she heads for the country for a vacation? Pst! Come a little closer! All ya gotta do to get the lowdown is to sneak a look at her photograph album, and you'll see the evidence! WOW!

"Here's one that *didn't* get away! As a special lure I wore a new bikini and I landed the prize!"

A SULTRY CHORINE'S SNAPSHOTS GIVE US A GUY TO GUY RECORD OF A VACATION VENUS AT WORK!

WHAT A CUTE EYE-DEAR!

BE MY VALENTINE, GAL?

IS THIS MY TRANCE?

WHAT GAUZE ON HERE!

This cute little eye-dear is Baby Lake, famous show girl, and she hails from Kansas, boy!

Hold on to your heart, pal! Cissie Ward will steal it away! She is a dancer, likes Sports!

THE BEST DEARS

Oh Dear! It's Laura Lane, singer and scanties model! This doll has Broadway's most perfect gams!
This heart th-robber is Eileen Moore, just over from Dublin! She is just 20, 5'4" tall!

OF YOUR LIFE!

ARE YOU *Broad-minded?*

IF YOU BLUSH OVER SITUATIONS LIKE THIS, YOU'RE NOT BROAD-MINDED, ELMER, YOU'RE JUST A BIG SQUARE!

When you go to the burley-cue do you blush when Jessica Rogers unzips the important zipper, you square?

If a gorgeous bathing beauty were to come up to you and beg to be your gal friend, would you blush and run away? Yes? How quaint!

When you're on hand when a coupla babes decide to adjust their garters, do you run away? You're missing plenty!!

Can you peek through a keyhole — like this one, without blushing? You CAN? Man, you're made of stone!

GOOD MORNING, students! The problem before the class is to determine whether or not you are broad-minded! Shut up! The old Professor will decide that, not you! Sit still and learn something!

The essence of the whole thing lies in the blush, gentlemen, the rush of blood to the face when the unusual or shocking occurence comes into view.

Now then, you in the third row! You ever been to the burlesque? Stop lying and shut up! Well, did you blush when the star stripper unzipped that last zipper? Then you are not broad-minded. You, sir, are a square!

Mr. Jones! Sit up and answer this question! If a gorgeous bathing beauty begged you to be her boy friend and to pay all checks when you dine out, would you blush all over? You WOULDN'T? My word, son, are you made of stone? Stay after class and tell me your system!

Now class, the last time you peeked through a keyhole did you blush? Answer yes or no! If the answer is "no," there are two possible explanations. One: You are a bunch of squares, and can turn in your beanies. Two: The gal wasn't home 'n you get another chance!

In closing this seminar, I wish to draw certain conclusions for your guidance. To blush is natural, but to blush and hide your eyes so you may miss something is stupid! Blush all you want, students, but if you hide your eyes you flunk this course!

RIGHT NUMBER!
IF A DOLL LIKE THIS ANSWERS, HANG
UP—AND DASH RIGHT OVER
TO HER PLACE, ROMEO!
Hello! Hello! What's comin' off here? Too bad the phone ain't televised, eh?
"You say your name is John? Who cares? How much jack do you have, John? I wanna know!"

HELLO! HELLO! What number you callin', Jack? One like the babe on these pages? Man, you're lucky!

The dopey guy in the pictures should hang up and run right over there!

Oh well, after all, he's been framed, so what can he do! What's her number?

"What do you mean, wrong number! Brother, if you could see me y'wouldn't say that, would he, boys?"

"Bye now, Honey! See you! (Oh, Brother, will I take this Joe to the cleaners!)"

Weather Report
Fair & Warmer
Followed By . . .

. . . FOLLOWED BY EAGER PEEPERS LIKE YOU, BUSTER! AND CAN'T SAY WE BLAME YOU, EH, BOYS?

Temperature goin' up, Rollo? Scanties model Lollie Baire could be the reason! She is just 21, weighs a cute 114!

Warm, isn't it, Joe? Bobbie Malone thinks her 38″ bust and hips rate warm applause! Do you agree, chum? Natch!

Gigi Leroux, favorite model of gay Paree, is 5'4" tall, likes night clubs 'n tall Yankees!

Steady, boy! This is Hurricane Betty — Page, and this chassis will always rate a storm of whistles!

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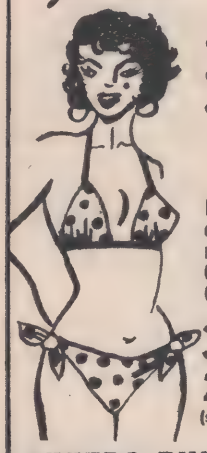

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1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Beauty Parade, Inc., 1697 Broadway, New York 19, N. Y., Editor, Robert Harrison, 1697 Broadway, New York 19, N. Y., Managing editor, none, Business manager, Helen H. Studin, 1697 Broadway, New York 19, N. Y. 2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Beauty Parade, Inc., 1697 Broadway, New York 19, N. Y., Robert Harrison, 1697 Broadway, New York 19, N. Y. 3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None. 4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. Helen H. Studin, Signature of business manager. Sworn to and subscribed before me this 26th day of August, 1954. Lawrence L. Gorin, Notary Public, State of New York, No. 24-6601900. Qualified in Kings County. Commission expires March 30, 1956. Seal.

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The TRUTH ABOUT REDUCING

By Ethel R. Newman

This article is dedicated to the 60 million overweight people in America who want to lose weight—**lose it fast**—and do it without starvation diets. In fact, before you're through reading this article you're going to discover how you can actually eat 3 full meals a day—including all kinds of meat, bread, butter, potatoes, **even ice cream and cake**—PLUS 3 SNACKS A DAY—and lose up to 20 pounds in just 40 days.

TAKE IT FROM A DOCTOR — THERE'S ONLY ONE WAY TO LOSE WEIGHT

Before we start let's make one thing clear. Many overweight people attribute those extra pounds and inches to gland conditions, mental disturbances and 101 other easy-to-find alibis. But to quote a well-known medical authority, "99% of all fat people **JUST EAT TOO MUCH.** The truth of the matter is simple. There's only one way to lose weight—(and you can prove this with your own doctor)—that's to burn off more calories than you take in.

MUST YOU STARVE YOURSELF?

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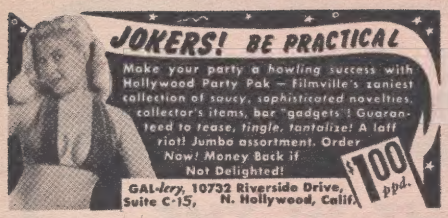

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SEND NOW for my famous book, "Everlasting Health and Strength." (Over 3½ MILLION fellows have sent for it already.) It contains 32 pages, packed from cover to cover with actual photographs and valuable advice. Shows what *"Dynamic Tension"* has done for others, answers many vital questions. Page by page it shows what I can do for YOU.

This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your whole life! Check the information you want (in the coupon below) and rush it to me personally. **CHARLES ATLAS, Dept. 129-R 115 East 23rd St., N. Y. 10, N. Y.**

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"I gained 11 lbs. and 4¼ inches on my chest, 3 inches on my arms. I am never constipated."
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"I gained 34 lbs. and increased my chest 6 inches!"
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"What a difference! Have put 3½ inches on my chest (normal) and 2½ inches expanded."
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"Gained 29 lbs. When I started your course I weighed only 141. Now I weigh 170."
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"The benefits are wonderful. The first week my arm increased one inch, my chest two inches."
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"You changed me from a weakling to a real he-man. My chest has gone up 6 inches. I am a solid mass of muscle."
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- ☐ Slimmer Waist and Hips
- ☐ More Powerful Leg Muscles
- ☐ Better Sleep, More Energy

Send me absolutely FREE a copy of your famous book "Everlasting Health and Strength"—32 pages, crammed with photographs, answers to vital health questions, and valuable advice. I understand this book is mine to keep and sending for it does not obligate me in any way.

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☐ If under 14 years of age check for Booklet A.

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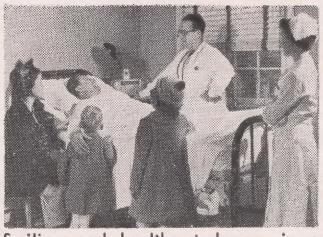

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Look ahead! Think what a blessing it will be to fall back on reliable help with those Hospital bills. ACT NOW!

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My, what blessed help! What's more, the "NO TIME LIMIT" Policy pays off in cash direct to you — regardless of what you may collect from any other insurance policy for the same disability, including Workmen's Compensation. This is important — it means you can carry the low cost "NO TIME LIMIT" Policy IN ADDITION to any other insurance — then collect two ways in case of Hospital confinement. This is the way practical minded folks are protecting their savings against today's sky-high Hospital bills.

So be wise! If you're already insured with one Policy — get the "NO TIME LIMIT" Policy for vital EXTRA protection. Of course if you're not insured at all, then by all means get this Policy just as fast as you can — before it's too late.

This Policy is Sold Only By Mail! . . . It's Good Anywhere in U.S., and Possessions!
If sickness or accident puts you in a Hospital bed — you'll look back and thank your lucky stars you were wise enough to take out the "NO TIME LIMIT" Policy. It's the sensible, practical way to protect your own bank account against the onslaught of high Hospital costs. Ask anyone who's been through a siege of Hospital bills. They'll tell you what a comfort it is to have good, safe Hospitalization to fall back on. And we offer you so much more for your money. So ACT TODAY! Do it before trouble strikes.

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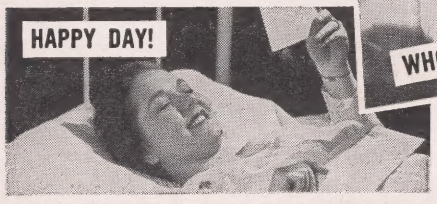
DON'T WAIT TILL IT'S TOO LATE! ACT NOW!



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Why put up with days . . . months . . . YEARS of discomfort, worry, and fear—if we provide you with the support you want and need? Learn NOW about this perfected truss-invention for most forms of reducible rupture. Surely you keenly desire . . . you eagerly CRAVE to enjoy most of life's activities and pleasures once again. To work . . . to play . . . to live . . . to love . . . with the haunting fear of Rupture lessened in your thoughts! Literally *thousands* of Rupture sufferers *have* entered this *Kingdom of Paradise Regained* . . . have worn our Appliance without the slightest inconvenience. Perhaps we can do as much for you. Some wise man said, "Nothing is impossible in this world"—and it is true, for where other trusses have failed is where we have had our greatest success in many cases! Even doctors—thousands of them—have ordered for themselves and their patients. Unless your case is absolutely hopeless *do not despair.* The coupon below brings our Free Rupture Book in plain envelope. Send the coupon now.

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"I want to *thank* you very much for what your *wonderful* belt has done for my boy. He had a bad rupture. The very day we received the Appliance I put it on and that was the end of my troubles with his pain and crying. He has not worn it for about a year now." —Otto F. Blinn, 1500 N. Church, Belleville, Ill.

SOFT BALL PLAYER A BROOKS BOOSTER

"I ordered an Appliance some time back and it really does the job. I'm 38 years old, weight 200 lbs. Play 3rd base on our Soft Ball team. I really give the belt a real test. Thought I would have to give up my ball playing but not now with your rupture belt. Most people won't believe I have a rupture."—Wilbur Moritz, General Mdse., Jacob, Ill.

"IT'S TOPS"

"Words cannot express my feeling towards my Appliance. The minute I put it on, my first words were, 'It's Tops!' I hope another who suffers from such agony of a rupture could take my advice and get a Brooks Air Cushion Appliance."—Jack Sonnier, R1, Box 54A, Lafayette, La.

"DID EVERYTHING YOU CLAIMED"

"I am very happy to say that the truss which I purchased from you a little over a year ago did everything you claimed it would do. My rupture does not come down even though I wear the truss only part time. I shall be glad to tell anyone afflicted as I was what your Appliance did for me." —J. G. Rollinger, 242 Arlington Ave., Sarasota, Fla.

"FORGETS HE IS RUPTURED"

"I had this rupture seven years before I knew of your support, and was in the hospital at the time my son ordered the support for me. Until I started wearing your support I had not found anything to help me. Since wearing your support I can do all my work, and can forget that I am ruptured." —G. B. Russell, Box 106, Cherokee, Ala.

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